

WHAT IS CLAIMED IS:

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A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, the method comprising the steps

of:

providing the at least one trademark, tradename, celebrity name, and famous name to be searched;

creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

providing a URL address of a Web page on the Internet to be searched;

accessing and searching the Web page for hits corresponding to the search string; and

providing search results of identified hits within the Web page.

2. The method of searching and reporting according to claim 1, wherein the search results are broken down into a number and identity of hits within a category selected from the group of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

3. The method of searching and reporting according to claim 1, wherein the at least one trademark, tradename, celebrity name, and famous name to be searched is provided in an encrypted connection authenticated by a certificate server.

1 4. The method of searching and reporting according to claim 1, wherein the search
2 results highlight the at least one trademark, tradename, celebrity name, and famous name found
3 in the Web page.

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1 5. The method of searching and reporting according to claim 1, further including the
2 step of:
3 determining homonyms and phonetic equivalents of the at least one trademark,
4 tradename, celebrity name, and famous name to create the search string including the at
5 least one trademark, tradename, celebrity name, and famous name and homonyms and
6 phonetic equivalents.

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1 6. A system for searching and reporting an incidence of at least one of a trademark, a
2 tradename, a celebrity name, and a famous name on an Internet, the system comprising:
3 a computer system having a connection to the Internet; and
4 a software program executing on the computer system adapted to receive an input
5 of the at least one trademark, tradename, celebrity name, and famous name to be
6 searched, to create a search string including the at least one trademark, tradename,
7 celebrity name, and famous name, to receive a URL address of a Web page on the
8 Internet to be searched, to access and search the Web page for hits corresponding to the
9 search string, and to provide search results of identified hits within the Web page.

1 7. The system for searching and reporting according to claim 6, wherein the search
2 results are broken down into a number and identity of hits within a category selected from the
3 group of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

1 8. The system for searching and reporting according to claim 6, wherein the at least
2 one trademark, tradename, celebrity name, and famous name to be searched is provided in an
3 encrypted connection authenticated by a certificate server.

1 9. The system for searching and reporting according to claim 6, wherein the search
2 results highlight the at least one trademark, tradename, celebrity name, and famous name found
3 in the Web page.

1 10. The system for searching and reporting according to claim 6, wherein the
2 software program is further adapted to determine homonyms and phonetic equivalents of the at
3 least one trademark, tradename, celebrity name, and famous name to create the search string
4 including the at least one trademark, tradename, celebrity name, and famous name and
5 homonyms and phonetic equivalents.

1 11. The system for searching and reporting according to claim 6, further including:
2 a remote computer system connected to the computer system via the Internet for
3 accessing the software program.

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12. A software program executing on a computer system for searching and reporting
an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on
an Internet, comprising:

instructions for receiving the at least one trademark, tradename, celebrity name,
and famous name to be searched;

instructions for creating a search string including the at least one trademark,
tradename, celebrity name, and famous name;

instructions for receiving a URL address of a Web page on the Internet to be
searched;

instructions for accessing and searching the Web page for hits corresponding to
the search string; and

instructions for providing search results of identified hits within the Web page.

13. The software program according to claim 12, wherein the search results are
broken down into a number and identity of hits within a category selected from the group of a
meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

14. The software program according to claim 12, wherein the at least one trademark,
tradename, celebrity name, and famous name to be searched is provided in an encrypted
connection authenticated by a certificate server.

15. The software program according to claim 12, wherein the search results highlight
the at least one trademark, tradename, celebrity name, and famous name found in the Web page.

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16. The software program according to claim 12, further including:
instructions for determining homonyms and phonetic equivalents of the at least
one trademark, tradename, celebrity name, and famous name to create the search string
including the at least one of the trademark, tradename, celebrity name, and famous name
and homonyms and phonetic equivalents.

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